**Department of Health and Human Services
Web Site Policy and Procedures**

Policy # DHHS-34-08   Issue Date: 5/14/08
                                                       Revised Date:

I.   Subject

Department of Health and Human Services Web Site Policy and Procedures

II.   Policy Statement

The following guidelines have been developed to provide a uniform approach to web site development and maintenance within the Department of Health and Human Services (DHHS). These guidelines apply to both public Internet and internal Intranet sites.

III.   Rationale

The purpose of this policy is to establish and promulgate the rules to be followed when developing Internet or Intranet web sites referencing or supported in whole or in part by DHHS.

IV.   Procedure Statement

A. Standards

1. Web Standards: All sites developed by DHHS or contractors working for DHHS will be in compliance with the State's Web Standards (found at **http://www.maine.gov/oit/accessibility/policy/acc_webstandards.htm**) unless a waiver has been received.
2. Accessibility: All sites developed by DHHS will be in compliance with the statewide policy promulgated by the Department of Administrative and Financial Services regarding accessibility. This policy is available at **http://www.maine.gov/oit/accessibility/policy/webpolicy.htm** In addition, all DHHS sites will be designed with low-literacy consumers in mind.
3. Privacy: All DHHS sites will comply with the privacy policy as stated on the State of Maine's portal - **http://www.maine.gov/portal/policies/privacy.html**
4. Documentation: For the purposes of web documentation and retrieval, all new or updated DHHS web pages will include the following meta tags:
   a. <META NAME="description" CONTENT="Brief description of the content of this page">
   b. <META NAME="keywords" CONTENT="standard, list, of, comma delimited keywords">
   c. The page will also include a <title> tag, which has the page title followed by the Office/Division name followed by Maine DHHS eg. <title>Office of Child and Family Services: Maine DHHS</title> Pages under an office may abbreviate the Office name. (eg <title>Publications: OCFS: Maine DHHS)

5. All DHHS pages within the maine.gov domain will be identified as being DHHS pages. This will be accomplished through the header_agency_logo.jpg (see IV A 4) as well as having page Titles ending with " Maine DHHS " (see above).

   Sites developed under virtual domains should have some indication that they are Maine DHHS pages.

6. Navigation and layout:

   a. Provide consistent navigation links facilitating navigation back to the top-level pages of each site. Lengthy navigation paths must be avoided. It should take no more than three (3) mouse clicks (on average) to retrieve an identified piece of information.
   b. The topNav[*] section will include a DHHS Home link pointing to the Department's home page. This section will also include a Contact Us link to a page providing a means for visitors to contact (via e-mail or phone) the Office/Division, a link to News (which may point to the Office/Division news page, or the DHHS news page), on Online Services link (where appropriate), a Publications link (where appropriate) and a Subject Index link to an index page of all services/resources provided by that Office/Division. It will also include a font-sizer and the current date.
   c. The "awt-bottom-nav-links" [*] will all include links to Maine.gov, DHHS Home, Site Policies (http://www.maine.gov/portal/policies/index.html), Language Access (http://www.maine.gov/dhhs/oma/interpreters.html) , and Comments/Questions (which may point to an Office/Division specific Comments/Questions page or to http://www.maine.gov/dhhs/contactus.shtml#comments_questions)
   d. Navigational "breadcrumbs"[*] on pages below Office/Division index pages will include "XXX Home" links pointing to the Office/Division index page (where XXX represents the Office/Division acronym).
   e. Site search will be located in the topSearch1[*] location (middle right of the header_agency_logo_bg.jpg graphic)
   f. An "About us" page is included and may contain background information. This information may include philosophy, mission statements, organizational charts and biographical information and photographs of key staff.

7. Templates/Graphics/color scheme:

   A copy of the header_agency_logo_bg.jpg and header_agency_logo.jpg will be provided by the Web Coordinator for sites under DHHS. Offices/Divisions may embed their own graphic image into the header_agency_logo_bg.jpg file. This modification should not interfere with the Search XXX: search box when viewed at 800X600 resolution. All DHHS sites will use the Department's approved template or its Office/Division specific derivative, as well as the awt_dhhs_green.css[*] color scheme unless specific authorization has been granted.

B. Integration/coordination

Web pages developed within DHHS will be consistent with other Department publications/media to ensure an integrated and coordinated approach to the provision of information and resources to DHHS client and provider community. These coordination/integration efforts requires that all Offices/Divisions:

a. With more than one "webmaster" shall have one designated as the lead webmaster or coordinator for the Office/Division, responsible for coordinating with all other webmasters within the Office/Division and DHHS Web Coordinator. Only DHHS webmasters, or designees, may post content on the State web site.
b. Prior to developing or publishing a new web site, review and coordinate the plan for the site with DHHS's Web Coordinator.
c. Coordinate with the Department's Communications Office (287-5012)

d. Any public outreach efforts, new programs or services should be coordinated with the Department's Web Coordinator and Department Communication Office to ensure that they are fully integrated and effectively presented through the web site.
e. Ensure that the appropriate URLs are included in unit publications.
f. Inform all DHHS staff in regular contact with the public of information available on the web.
g. All public printed material should also be posted on the web site within 20 days of printing. This includes any materials intended for mass distribution, such as brochures, reports, press releases, and publications. Publications should be converted to HTML whenever possible, and where appropriate, an optional PDF version should also be posted for printing.
h. Provide a means for the public to order any written materials available through the Office/Department via the web.
i. Use consistent banners/logos/graphics to provide an integrated appearance within the unit and within DHHS as a whole. (See *IV A 4 Graphics/color scheme* above)

C. Approval Process

A written approval process will be developed by each Office/Division documenting the mechanism by which pages are approved for posting/removal on their web site. There may be different approval processes for posting/updating/removing regularly occurring pages, such as upcoming events, press releases, etc. versus entirely new pages, sites, etc. Web content is subject to the same senior DHHS management review as any other form of publication. Senior Office management and/or the Commissioner's Office (or their designees) must be included in any approval process. Final approval must also include approval by a manager or supervisor with an understanding of the DHHS web policy. At a minimum, the approval process must then include the content producer/supplier, the Office webmaster, the Office lead webmaster or Coordinator (if one exists – see Section B #1 above) and Office/Division management. It is the Office/Division management's responsibility to determine the need for review by the Commissioner's office. Any substantive changes to the DHHS home page will require approval of the Commissioner's Office. Any major new sites/sections or major revisions to same will be reviewed by the Department Web Coordinator prior to posting. Content producers must allow sufficient time for the approval process to take place, commensurate with the magnitude and complexity of the content.

Note: It is recommended that the originator and one other proofread every page prior to posting.

Any deviation from the Standards (above) must be approved prior to posting content.

D. Review/Feedback Process

1. The DHHS Web Coordinator will conduct, at least annually, a review, with all DHHS coordinators and webmasters, of DHHS web presence as a whole, with attention to coordinating/integrating the various Office sites.
2. Each Office/Division will establish a review process whereby its web content is reviewed. Webmasters will be responsible for ensuring that this review process is completed and the following criteria are met:

a. Content is accurate (phone numbers are correct, policy is current, etc).
b. Time sensitive material is current (i.e. postings regarding "upcoming" events are removed subsequent to the event date. Any policy/procedure content will be carefully reviewed after each legislative session to ensure content reflects any changes in the law or to reflect updated federal requirements.

    c. Non-technical staff have input into web content/usability. This includes senior Office and Department management, program "SMEs" (Subject Matter Experts) as well as support staff responsible for communicating with the public. Where feasible, user input will be collected from consumers and providers as well, through e-mail to the webmaster and/or online feedback forms.

    d. Links connect to live pages.

    e. Pages comply with accessibility standards (see above).

    f. Sites must be reviewed to determine whether there are opportunities for enhancement through appropriate new technologies.

E. Roles and Responsibilities

1. The primary/lead DHHS Web Coordinator has overall responsibility for coordinating web efforts within the Department. The Web Coordinator will lead the Web Steering Committee, and coordinate with the Communications Office, Office Web Coordinators and webmasters.

2. The DHHS Communications Office has overall responsibility for content on the Department's web site, and ensuring that all Department communications, including the web, are consistent and coordinated.

3. Secondary Web Coordinators are responsible coordinating web efforts within their respective units, and for overseeing all webmasters within their units.

4. Webmasters are responsible for developing, implementing and updating their respective sites.

5. Content Managers are responsible for reviewing, developing and (in some cases) writing site content for their respective units. The content manager for an area of the site should be someone who is very knowledgeable about the information and services provided by the agency in that topic. The content manager is ultimately responsible for ensuring the accuracy of all content within their assigned section of the site. This includes providing updated content and suggesting new content.

6. The Web Steering Committee will consist of designees of the Commissioner, and will include the Department's Communications Director. The Committee will periodically review and recommend changes to established Department web policy, procedures, standards. The Committee will also conduct periodic reviews of the Departments site contents.

V.   DEFINITIONS

None

VI.   DISTRIBUTION

All staff via e-mail and by posting on the website.

VII.   ATTACHMENTS

None

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Effective Date	Brenda M. Harvey
	Commissioner

[*] these are references to elements of the standard Dreamweaver template in use by DHHS webmasters.